

Dr. PRICE'S CREAM BAKING POWDER

Made from healthful
grape cream of tartar

Will make twice as much good
bread, biscuit and cake, pound for
pound, as the low priced imitations
made from alum and alum phos-
phates, and will make the food
appetizing and healthful.

Dr. Price's Cream Baking Powder
is not only economical but makes
the food more wholesome.

LOCAL BRIEFS.

Leonard Rickerts spent Sunday in Kansas City.

F. T. Wilson returned from Hoonville Tuesday.

Mrs. Byrd H. Campbell spent Sunday in Higginsville.

Miss Salie D. Russell spent Monday in Kansas City.

How is Your Digestion?

Mrs. Mary Dowling of 228 8th Ave., San Francisco, recommends a remedy for stomach trouble. She says: "Gratitude for the wonderful effect of Electric Bitters in a case of acute indigestion, prompts this testimonial. I am fully convinced that for stomach and liver troubles Electric Bitters is the best remedy on the market today." This great tonic and alterative medicine invigorates the system, purifies the blood and is especially helpful in all forms of female weakness. 5 c. Crenshaw & Young drug store.

Henry Offelt returned Monday from a trip to New Haven.

John Briscoe, Jr., of Kansas City visited friends here Sunday.

Clyde Kenney of Kansas City visited his parents here Sunday.

Mrs. J. F. Wina and Miss Lee Meng spent Tuesday in Kansas City.

Miss Blanche Brelsford of Kansas City spent Sunday here with friends.

A Hair's Breadth Escape.

Do you know that every time you have a cough or cold and let it run on thinking it will just cure itself you are inviting pneumonia, consumption or some other pulmonary trouble? Don't risk it. Put your lungs back in perfect health and stop that cough with Ballard's Horehound Syrup. Price 25c, 50c and \$1.00 per bottle. Sold by Crenshaw & Young.

Mr. and Mrs. Flins Kinkad of Higginsville visited relatives here Sunday.

Mrs. J. C. Shelton and daughter, Miss Annie, are visiting in Kansas City today.

Mrs. Ed Miller of Mexico, Mo., spent Sunday here with Mr. and Mrs. Clarence Vivion.

Mr. and Mrs. Paul Rinehard left Tuesday for an extended trip to Arapaho, Oklahoma.

A Tiny Baby

can't tell you in words what the trouble is; but if its complexion gets pasty, if it gets weaker and weaker, looses flesh and is cross and peevish you can be certain that it has worms. Give it White's Cream Vermifuge, guaranteed harmless. Expels the worms and puts the baby in a healthy normal condition. Sold by Crenshaw & Young.

Mrs. S. P. Silver and little daughter, Mary Ellen, went to Kansas City Monday for a brief visit.

Hon. Alexander Graves and Chas. Lyons went to Kansas City Sunday morning on legal business.

Sherman Mangus of Kansas City spent Sunday here with the family of his uncle, Daniel Sherman.

Mrs. Laura C. Temple returned to Joplin Tuesday after a short visit with her sister-in-law, Mrs. N. B. Payne.

Mr. and Mrs. W. H. Olmstead returned to their home in Sedalia Monday after a visit with the family of John Loomis in this city.

Take your produce to Winn & Ewing.

Hallowe'en was not observed as noisily as usual this year. The mischievous boys evidently thought that the mayor meant what he said in his proclamation and desisted almost entirely from disorderly conduct. No cases of damage to property have been reported. Main street was also quieter than last year. The two moving picture shows and the play at the opera house took so much attention that the diminutive masqueraders on the thoroughfare were comparatively negligible. There were several parties in town in keeping with the occasion. A good time was to be had and if anyone failed to have it, it was his own fault.

Seven Years of Proof.

"I have had seven years of proof that Dr. King's New Discovery is the best medicine to take for coughs and colds and for every diseased condition of throat, chest or lungs," says W. V. Henry, of Panama, Mo. The world has had thirty-eight years of proof that Dr. King's New Discovery is the best remedy for coughs and colds, la grippe, asthma, hay fever, bronchitis, hemorrhage of the lungs, and the early stages of consumption. Its timely use always prevents development of pneumonia.

Sold under guarantee at Crenshaw & Young drug store.
50c. and \$1.00. Trial bottle free.

A Difference.

The city is not setting a proper example in putting down a jay town side walk along the goose pond. Every year this same process has to be gone through with by relaying the old planks. It is always out of repair, a most disagreeable footing whether new or old and always a source of expense. Property owners on the opposite side of the street are not permitted to lay board walks. Yet the city persists in doing that which it will not permit private property owners to do. A good granite sidewalk is as essential there as in any part of town and perhaps more so, as that walk is used more than any other in any residence part of the city.

It's a Crime

to neglect your health. The worst neglect that you can be guilty of is to allow constipation, biliousness or any liver, or bowel trouble to continue. It is poisoning your entire system and may lead to a serious chronic disease. Take Ballard's Horehound and get absolutely well. The sure cure for any and all troubles of the stomach, liver and bowels. Sold by Crenshaw & Young.

Elks' Hallowe'en Dance.

The first formal dance of the season took place at the Elks' home Friday night and it was delightful in every particular. In the grand march there were twenty-seven couples and the floor at all times was comfortably filled. During the entire evening George Aull served punch in the hall. Smith's orchestra of six pieces made a great hit with its music, which was the best given by a home orchestra in Lexington for some time. Dancing continued until 1:30.

Mrs. W. E. Comstock of Kansas City arrived Friday evening to visit her parents, Mr. and Mrs. W. H. Chiles.

Mr. and Mrs. B. B. Frazer, who have visiting in Kansas City, returned from Kansas City Friday evening.

Paper Hanging and Painting.

Al Weber. Sample shown at home desired. Phone 689. AL WEBER. 4-617

W. M. A. - STILL GOING

Defeats Kirksville Osteopaths Without Trouble.

It now seems certain that the Wentworth football team will finish the season without having its goal line crossed, unless some unexpected duke occurs. The Kirksville Osteopaths were supposed to have a strong team a last week defeated by a score of 10 to 0 Kemper, which used to be a rival of Wentworth. There were consequently many Monday who thought that the bone doctors would beat the cadets, especially since the game was at Kirksville.

But the Kirksvillians did not have a look in with Capt. Tillman's great machine and were humbled by a score of 22 to 0. The cadets excelled in head work, speed and condition. The doctors excelled only in weight. Cook, Conklin, Hoge and Wyatt made the touchdowns. Hoge was the star of the game, making two seventy-five yard runs.

The line up:
W. M. A. Position A. O. S.
Hoge.....L E.....Miner
Littlefield.....L T.....Overfelt
Moore.....L G.....Pope
Conklin.....C.....Orison
Blake.....R G.....Barnham
Chambers.....R T.....Ford
Groves.....R E.....Trimble
Hillix.....Q.....Smith
Owens.....L B.....Slaughter
Cook I.....R H.....Mitchell
Cook II.....F.....Griffin

A Rousing Democratic Address.

Hon. Louis C. Boyle of Kansas City, ex-Attorney-General of Kansas, delivered a democratic address to a fair sized crowd of voters Friday afternoon at 2:30 in the upper rooms of the court house. Considering the inconvenient time of day at which the meeting was held, a good enthusiastic Democratic crowd was drawn to the meeting by Mr. Boyle's reputation as a man abundantly able to give to his hearers a rousing speech.

Mr. Boyle spoke for two hours and chose as his theme a discussion of the more important planks in the Democratic platform alone which would be of undoubted benefit to the people. He thoroughly thrashed out the guaranty of bank deposits, the publicity of campaign contributions and the tariff, all of which the Democratic party vigorously advocates in contrast to the opposing parties' strange silence upon the matters. The second part of his address was devoted to a discussion of the state campaign. He severely criticized the unfair methods of the Republican candidates led by Herbert S. Hadley in deliberately misrepresenting the facts pertaining to questions before the people of the state. He closed with a masterly eulogy of W. J. Bryan. Mr. Boyle's remarks elicited frequent applause.

Mr. Boyle is a polished orator, who knows what he is speaking about and it is a pleasure to hear him talk. He is a deep thinker and his thoughts upon the subject of which he was speaking are well defined. He is stumping the state for the entire Democratic ticket at his own expense.

Second Team Lost.

The second Wentworth team was defeated at Slater Monday by the high school team at that place. The score was 27 to 0.

Another Wreck at Page City.

East bound local freight train No. 692 jumped the track a mile this side of Page City Monday morning at 11 o'clock and again assassinated the train service between Kansas City and Sedalia. This is the third wreck at or near the same point recently. No one was seriously injured. A train wrecker was dispatched to the scene and the damage to the track was repaired.

Yes We Work.

Don't forget us when you want the best granite sidewalk and walks concrete walls, foundations and footings. We make the best and treat you white. (WE LOVE WORK)

Phone 325. JOHN I. ASHURST Contractor

The ladies of the M. E. Church South will hold their annual Bazaar December 3rd and 4th.

Try some of our nice sweet cider at Jos. L. Long's Cash Grocery.

Ice Cream.

In addition to furnishing ice cream from my wagon I am prepared to serve cream to anyone who calls for it at my farm. Parties will be given special attention.

John R. Potts.

Just received a barrel of choice new kraut. Jos. L. Long, Cash Grocer.

For fine candies, oranges, bananas, lemons and the like go to Jos. L. Long, Cash Grocer.

SMOKE THE SENATE CHAMBER

The Cigar With the Yellow
Band

5c

FOR SALE BY ALL
DEALERS

Dr. T. B. Ramsey

Surgeon Dentist

Lexington, Missouri

Russell Harding

THE LEADING BARBER

SUCCESSOR TO DAN RODGER

Tonsorial Work of the best kind

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KILL THE COUGH AND CURE THE LUNGS

WITH **Dr. King's
New Discovery**
FOR COUGHS
AND ALL THROAT AND LUNG TROUBLES.
PRICE 50c & \$1.00.
Trial Bottle Free.
GUARANTEED SATISFACTORY
OR MONEY REFUNDED.

New "Alton" Train

Commencing Sunday May, 24

**Fast
Night
Express
For Chicago**

Leaves Higginsville 11:29 p m
Arrives in Chicago 11:00 a m

This new train is in
addition to the Famous
'Red Hummer'

Leaving Higginsville 7:38 p m
Arriving Chicago 7:30 a m

S. A. VERMILLION,
Passenger Agent of the C. & A.
Higginsville, Mo.

COLORADO

Is Nature's Wonder Book with a cure for ills of body and mind on every page. Go to Colorado this Summer via the

**MISSOURI PACIFIC
IRON MOUNTAIN**

Pullman Sleepers, Free
Reclining Chair Cars.

"Our Own" dining car
service (meals a la carte)

Let me assist you in
planning your trip.

A. S. LOOMIS,
Agent.

ABOUT ADVERTISING—NO. 3

How to Write Retail Advertising Copy

By Herbert Kaufman.

A skilled layer of mosaics works with small fragments of stone—they fit into more places than the larger chunks.

The skilled advertiser works with small words—they fit into more minds than big phrases.

The simpler the language the greater certainty that it will be understood by the least intelligent reader.

The construction engineer plans his road-bed where there is a minimum of grade—he works along the lines of least resistance.

The advertisement which runs into mountainous style is badly surveyed—all minds are not built for high level thinking.

Advertising must be simple. When it is tricked out with the jewelry and silks of literary expression it looks as much out of place as a ball dress at the breakfast table.

The buying public is only interested in facts. People read advertisements to find out what you have to sell.

The advertiser who can fire the most facts in the shortest time gets the most returns. Blank cartridges make noise but they do not hit—blank talk, however clever, is only wasted space.

You force your salesmen to keep to solid facts—you don't allow them to sell muslin with quotations from Omar or trousers with excerpts from Marie Corelli. You must not tolerate in your printed selling talk anything that you are not willing to countenance in personal salesmanship.

Cut out clever phrases if they are inserted to the sacrifice of clear explanations—write copy as you talk. Only be more brief. Publicity is costlier than conversation—ranging in price downward from \$6.00 a line, talk is not cheap but the most expensive commodity in the world.

Sketch in your ad to the stenographer. Then you will be so busy "saying it" that you will not have time to bother about the gawgaws of writing. Afterwards take the type-written manuscript and cut out every word and every line that can be erased without omitting an important detail. What remains in the end is all that really counted in the beginning.

Cultivate brevity and simplicity. "Savon Francais" may look smarter, but more people will understand "French Soap." Sir Isaac Newton's explanation of gravitation covers six pages, but the schoolboy's terse and homely "What goes up must come down" clinches the whole thing in six words.

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TRAVEL EASTWARD

OVER THE
**MISSOURI PACIFIC
IRON MOUNTAIN**

THROUGH
KANSAS CITY, ST. LOUIS or MEMPHIS
.....TO.....

Chicago or New York

Quickest Time! Splendid Trains!
"Our Own" Dining Car Service!
(Meals A La Carte.)



No trouble to furnish Rates and Schedules Ask

A. S. LOOMIS, Agent

ADVERTISE IN
The Intelligencer